

# **SUBJECT: Intenational Marketing**

**Teacher: Tomasz Surmacz**

## **COURSE DESCRIPTION – AIMS:**

The primary objective of this course is to provide an overview of international marketing operations. The business is becoming increasingly more aware of the international marketplace. We will have a look at general examples and frameworks of international marketing through the text, lecture, and discussion. Given the rapid internationalization of business activities, critical understanding of marketing activity at an international level is a requirement for a general management and a marketing career. This course should

- sensitize students to economic, political, and cultural differences among nations as they affect marketing
- introduce students to the international framework of organizations, laws, and practices that affect marketing
- develop students' abilities to gather information, draw conclusions and present the material

## **LEARNING OUTCOMES:**

At the end of the course, students are expected to:

- understand important concepts of international marketing,
- understand the impact of trade environments and socio-cultural environments on the international marketing strategy,
- recognize factors affecting international marketing decisions,
- know how companies can succeed in the competitive international arena.

## **GRADING POLICY:**

The credit and final grade awarded at the end of the course is based on the following criteria: attendance and in-class participation (25%), essay (25%) and final test (50%).

**TIMETABLE (h):** 2 hours each week for 15 weeks (one semester)

1. Introduction to International Marketing
2. International Trade
3. Analysis of Global Economic Environment
4. Cultural Environment
5. Political Environment
6. Legal Environment
7. Segmentation, Targeting, and Positioning
8. Global Marketing Entry Strategies
9. Product and Brand Decisions
10. Pricing Decisions
11. Distribution Channels in International context
12. Management of Global Communications
13. Organization of Marketing
14. Sources of Financing
15. Final test

## **TEXTBOOK & REQUIRED MATERIALS:**

Keegan and Schlegelmilch (2001), *Global Marketing Management: A European Perspective*, 6<sup>th</sup> Edition Harlow FT Prentice Hall.

Bradley (2002), *International Marketing Strategy* 4<sup>th</sup> Edition, London FT Prentice Hall.

### Additional Readings:

Hollensen (2004), *Global Marketing: A market-responsive approach* 3<sup>rd</sup> Edition, London FT Prentice Hall

Muhlbacher, Leihls & Dahringer, (2006) *International Marketing: A Global Perspective* 3<sup>rd</sup> Edition International Thomson Business

### Other Readings

Students are encouraged to use any other resources on International or Global Marketing.

### *Recommended*

- Journal of International Marketing
- International Marketing Review
- Journal of International Business Studies
- European Journal of Marketing
- Journal of International Management
- Journal of Global Marketing

### **PREREQUISITES:**

Basic knowledge of marketing and international business issues would be useful.